

**SCHOOL OF MANAGEMENT-MARKETING
MASTER PROGRAMME - STRATEGIC MARKETING**

SCHEDULE

UPDATE 10.10.2024

I-st year 2024/2025, I-st-Semester, Module 1

<i>DAY</i>	<i>HOUR</i>	<i>Group 1SMK</i>
TUESDAY	16,30-17,50	Room 223 - Segmentation and positioning strategies
	18,00-19,20	ROOM 223 - COURSE - SEGMENTATION AND POSITIONING STRATEGIES
	19,30-20,50	ROOM 223 - COURSE - SEGMENTATION AND POSITIONING STRATEGIES
WEDNESDAY	16,30-17,50	Room 319 - Managing Brands and Customer Equity - seminar
	18,00-19,20	ROOM 319 - COURSE - MANAGING BRANDS AND CUSTOMER EQUITY
	19,30-20,50	ROOM 319 - COURSE - MANAGING BRANDS AND CUSTOMER EQUITY

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II-nd year 2024/2025, I-st-Semester, Module 1

ZIUA	ORA	Group 2SMK
MONDAY	16,30-17,50	Room 210 - Global marketing management - seminar
	18,00-19,20	ROOM 210 - COURSE - GLOBAL MARKETING MANAGEMENT
	19,30-20,50	ROOM 210 - COURSE - GLOBAL MARKETING MANAGEMENT
TUESDAY	18,00-19,20	Room 313 - Measuring Marketing Effectiveness - seminar
	19,30-20,50	ROOM 313 - MEASURING MARKETING EFFECTIVENESS
FRIDAY	18,00-19,20	Room 313 - Measuring Marketing Effectiveness - seminar